Anekant Education Society's

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TULJARAM CHATURCHAND COLLEGE,

(Autonomous)

BARAMATI, DIST- PUNE – 413102

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

Proposed Syllabus For

S.Y. B.Voc. Journalism and Mass Communication

(S.Y. B.Voc. JMC, Semester-III)

(As Per NEP 2020)

(2023 Pattern)

To be implemented from Academic Year 2024-2025

Preamble

AES's Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati has made the decision to change the curriculum across various faculties since June 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. By integrating general (academic) education, vocational education, and experiential learning, the NEP hopes to advance education on every aspect and increase its efficiency. The NEP unveils a comprehensive and multidisciplinary educational approach that will aid in the students' intellectual, scientific, social, physical, emotional, ethical, and moral development. For the growth of the pupils, the NEP 2020 calls for adaptable curricular structures and a learning-based outcome strategy. The NEP 2020 aspires to promote academic excellence, facilitate seamless academic mobility, and increase the global competitiveness of Indian students by providing a nationally recognized and internationally comparable credit structure and course framework. As a result, more chances and doors are opened for students to follow their dreams on a worldwide scale. It also develops a system where educational achievements can be acknowledged and respected both nationally and internationally.

In response to the rapid advancements in Journalism, communication and technology and the evolving approaches in various domains of Media and related subjects, the Board of Studies in B.Voc Journalism and Mass Communication at Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati- Pune, has developed the curriculum for the first semester of FY B.Voc Journalism and Mass Communication, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrF, NHEQF, Prof. R.D Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A Journalism and Mass Communication degree equips students with the knowledge and skills necessary for a diverse range of fulfilling media career paths. Graduates in Journalism and Mass Communication finds opportunities in various media fields, including Print Media, Electronic Media, Digital Media, Social Media, Marketing, Advertising, Public Relations, Video Production, Cinematography, Photography, Editing, Script Writing, Anchoring, Creative Content Writing, Direction, and many other media domains. Throughout their three-year degree program, students explore the media organization of both Journalism and Video Production across different scales,

from local to global. They learn to analyze and write news reports, capture images and visuals, edit the news stories or contents in various levels. The curriculum also delves into the intricate relationship between society and media, examining how communication systems evolve over time. Students also cover creative writing skills, advertising, public relations and they create stories for video production. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of our world and address the challenges of our ever-changing society.

Overall, revising the Journalism and Mass Communication curriculum to align with NEP 2020 ensures that students receive a relevant, through education that equips them to successfully traverse the fast-paced, globally connected world of today. It gives them the knowledge, abilities, and competences required to achieve their academic and professional objectives in a constantly changing global environment while making a significant contribution to society.

Anekant Education Society's

Tuljaram Chaturchand College, Baramati

(Autonomous)

Board of Studies (BOS) in Department of Media and Communication Studies

From 2022-23 to 2024-25

Sr.No.	Name	Designation
1.	**Mr. Rahul P. Chaudhari**	Chairman
2.	**Mr. Ranjeet V. Pandit**	Member
3.	**Ms. Gayathri Nandhakumar**	Member
4.	**Ms. Rutuja S. Agam**	Member
5.	**Dr. Sanjay Vishnu Tambat**	Vice-Chancellor Nominee
6.	**Mr. Mithunchandra Chaudhari**	Expert from other University
7.	**Dr. Radheshyam Jadhav**	Expert from other University
8.	**Mr. Akash Dhopeshwarkar**	Industry Expert
9.	**Ms. Ankita Khane**	Meritorious Alumni
10.	**Mr. Ravi Mane**	Meritorious Alumni

Credit Distribution Structure for S.Y.B.Voc. Journalism and Mass Communication-2023-2024

Level	Semester	Major Mandatory	Major Electives	Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Sem	Degree/Cum. Cr.
4.5	III	JMC-201-MJM Advance News reporting and editing (2 Credit) -T JMC-202-MJM: Screenplay writing (2 credits) - T JMC-203-MJM Experimental Journal (2 credits) - P JMC-204-MJM Camera Techniques (2 credits) - P	-	JMC-211- MN Introduction to Video Making (2Credits) - T JMC-212-MN Video Making Practices (2Credits) - P	JMC-216-OE Advanced Photography (2 credits) - T	JMC -221-VSC: Digital Content Creation (2 credits) - P	MAR/HIN/SAN/-231-AEC भाषिक उपयोजना व लेखन कौशल्य हिंदी भाषा-सृजन कौशल्य प्राथमिक संभाषण कौशल्यम (2 credit)- T JMC-245-IKS (2Credits) - T	JMC-235-FP Field Project (2 credits) - P CC-239 NSS-NCC/Yoga/ Sport (2 Credits)	24	UG Certificate 46 credits
	IV	JMC-251-MJM: Introduction to television – (2 credits) - T JMC-252-MJM: Introduction to Radio - (2 credits) -T JMC-253-MJM Television production (2 credits) - P JMC-254-MJM Audio Production (2 Credits) - P	-	JMC-261-MN: Introduction to digital Marketing (2credits) -T JMC-262-MN: digital Marketing practices (2credits) -P	JMC-266-OE: Blogging (2 credits) - T	JMC-271-SEC Video Editing (2 credits) - P	MAR-281-AEC Marathi /Hindi/Sanskrit (2 credit) - T	JMC-285-CEP (2 Credits) - P 289-CC NSS-NCC/Yoga/Sport (2 credit)	22	
	Cum Cr.	12	--	2	8	8	10	4	44	

Syllabus as per NEP 2020 for S.Y. B.Voc. JMC (2023 Pattern)

Sem.	Course Type	Course Code	Course Name	Theory/ Practical	Credits
III	Major Mandatory	JMC-201- MJM	Advance News Reporting & Editing	Theory	02
	Major Mandatory	JMC-202-MJM	Screenplay Writing	Theory	02
	Major Mandatory	JMC-203- MJM	Experimental Journal	Practical	02
	Major Mandatory	JMC-204- MJM	Camera Techniques	Practical	02
	Minor	JMC-211-MN	Introduction to Video Making	Theory	02
	Minor	JMC-212-MN	Video Making Practices	Practical	02
	Open Elective (OE)	JMC-216-OE	Advanced Photography	Theory	02
	Vocational Skill Course (VSC)	JMC-221-VSC	Digital Content Creation	Practical	02
	Ability Enhancement Course(AEC)	MAR-231-AEC	भाषिक उपयोजना व लेखन कौशल्य	Theory	02
		HIN-231-AEC	हिंदी भाषा-सृजन कौशल्य		
		SAN-231-AEC	प्राथमिक संभाषण कौशल्यम		
	Field Project (FP)	JMC-235-FP	Field Project	Project	02
	Co-curricular Course (CC)	NSS/NCC/YOG /PES/CUL - 239- CC	NSS/NCC/Yoga/Physical Education and Sport/ Cultural Activity	Theory/ Practical	02
	Indian Knowledge System (IKS)	JMC-245-IKS	Indian Knowledge System	Theory	02
				Total Credits Semester -III	**24**

Programme Outcomes for B.Voc Programme (POs)

Programme Outcomes for Vocational (B.Voc.) Degree Programme in accordance with National Education Policy-2020 with effect from Academic Year 2023-24.

Bachelor of Vocation (B.Voc.) Courses are designed to provide students with specific vocational skills and knowledge that are directly applicable to the industry or field they are studying. The programme outcomes of these courses typically focus on preparing students for employment or entrepreneurship in their chosen vocational area.

PO1	**Technical Competence:** Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.
PO2	**Problem Solving Skills:** Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.
PO3	**Employability Skills:** Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.
PO4	**Industry Relevance and entrepreneurial abilities:** The students will adopt knowledge and skills that are relevant to the current needs and required practices of the industry or sector, they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their own businesses in their chosen field.
PO5	**Ethical and Social Responsibility:** Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.
PO6	**Environmental Awareness:** The students should be able to ability to apply the knowledge, skills, attitudes and values required to take appropriate action for justifying the effect of environmental degradation, climate change, pollution control, effective waste management etc.
PO7	**Research and Innovations:** Depending on the programme, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.
PO8	**Global Perspective:** In an increasingly interconnected world, programmes may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.
PO9	**Multidisciplinary studies:** Students will adopt the multidisciplinary studies in an academic approach that integrate knowledge and methodology from various discipline to provide a comprehensive understanding of related job/business opportunities.
PO10	**Community Engagement:** The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the wellbeing of society.

Programme Specific Outcomes for B.Voc Journalism and Mass Communication (PSOs)

PSO1 Newspaper and Society: Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a newspaper. Media Watch, an international journal, has been subscribed to help the students inculcate the habit of reading research oriented material on the subject. Regular group discussions and other class activities help in better understanding.

PSO 2 The Concept of broadcasting news and various news persons: Understand what news is all about and have an insight into the working of various news persons. This helps the students to have a clear idea about the functioning of a media news broadcasting organization.

PSO 3 Training for media content writing: Students learn about various types of writing for journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Publication of departmental journal 'Anekant Times' help the students to get a platform to express their talent in reporting, writing, interviewing, photography, short film, documentary and other allied areas.

PSO 4 The concept of editing: Students get a good idea about the various aspects of editing which are crucial requirements in the job market. Knowledge of page designing helps them to have a comprehensive knowledge on the topic. Editing audio- visual contents is also a greater perspective in current media industry.

PSO 5 Knowledge about basic aspects of photo journalism and ownership patterns of media: Students have an idea about photography and photojournalism which helps them to apply the knowledge when they search for jobs in the field. A Photography workshop was organized in the department which helped the students to have better understanding of photojournalism. Collaboration with various eminent persons in the media industry to organize script writing, light and camera operation workshop, media debate and short film and documentary making helped the students to get practical exposure of the subject. Ownership patterns of modern day newspapers, television channels, radio channel etc warrant close scrutiny. Students develop critical knowledge about ownership of newspaper houses.

PSO 6 Widening Options for Jobs by Learning about Advertising and Public Relations: Knowledge about advertising and public relations help in widening options for jobs. The various aspects of advertising and public relations are taught to the students. The details about copy writing and the job of a public relation officer provide them with practical aspects of two different jobs.

PSO 7 Core knowledge about media laws, ethics and media economy: Core knowledge about media law, economy which helps the students to understand crucial aspects related to working on the field as journalists. Having a good idea, about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

CBCS Syllabus as per NEP 2020 for S.Y.B.Voc. JMC (2023 Pattern)

Name of the Programme : B.Voc Journalism and Mass Communication
Programme Code : UVJMC
Class : S.Y.B.Voc JMC
Semester : III
Course Type : Major Mandatory
Course Code : JMC-201-MJM
Course Title : Advance News Reporting and Editing
No. of Credits : 02
No. of Teaching Hours : 30

Course objectives:

1. To familiarize the students with different types of reporting.

2. To create understanding of specialized reporting.

3. To develop the general understanding of art culture and sports reporting.

4. To inculcate the knowledge of crime reporting.

5. To understand the process of editing for various platforms.

6. To inculcate the knowledge of dummy, printing and layout.

7. To develop the knowledge of photojournalism.

Course Outcomes:

CO 1.   Students would be able to understand the basics of reporting.
CO 2.   Students would be able to familiarize themselves with diverse types of reporting.
CO 3.   Students could create an understanding of specialized reporting.
CO 4.   Students would be able to understand the process of editing for various platforms.
CO 5.   Students would be able to understand the dummy, printing, and layout.
CO 6.   Students would be able to develop knowledge of photojournalism.
CO 7.   Students would be able to understand media convergence.

Topics and Learning Points

Unit 1 Reporting   **Teaching Hours (10 Hours)**

1.1. Reporting: Various types of reporting (Objective, Interpretative, Investigative)
1.2. News beats: Political: Grampanchayat to Parliament
1.3. Crime, Health, Sports, Education
1.4. Science and Tech., Courts etc.

Unit 2 Interviewing   (5 Hours)
2.1 Doing the research, setting up the interview,
2.2 Conducting the interview
2.3 Types and formats of interviews
2.4 Interview Techniques and Writing interviews

Unit 3 Other Forms of Writing   (5 Hours)
3.1 Tools and Techniques of Feature Writing
3.2 Opinion Writing: Editorial, Op-ed page and Middle, Special articles
3.3 Reviews (Books/Films/Documentaries)

Unit 4 Creative Editing   (5 Hours)
4.1 Creative sub editing, not just news- relevant information.
4.2 Value addition, use of additional sources (Professionals, websites, news channels, etc.)
4.3 Need for specialization; specialized subbing:(metro (city), sports, crime, business, science Columns, reviews, and features)
4.4 Readers' letters and photos, utilizing feedback, Citizen Journalism

Unit 5 Layout Design and Photojournalism`   (5 Hours)
5.1 Principles of Layout & Design
5.2 Concept and techniques of Photo Feature and Caption Writing.
5.3 Information graphics: concept and process
5.4 Ethics of editing

Suggested Readings:

1. Lewis James. The Active Reporter. Vikas Publication
2. Warren Carl. Modern News Reporting. Harper and Row.
3. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
4. Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.
5. Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.
6. Kamath, M.V. Behind The By-Line. Vision Books.
7. Kamath, M.V. Reporter at Large
8. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
9. Parthsarthy Rangaswami. Basic Journalism. McMillan India Ltd.
10. Saxena Sunil. Headlines Writing. Sage publication.
11. T.J.S. George: Editing – A Handbook for Journalists.
12. William Strunk & E. B. White – Elements of Style.
13. Kamath, M.V. The Journalist's Handbook.
14. Kamath, M.V. The Professional Journalist.

Class: S Y B. Voc (Sem III)   Subject: Journalism and Mass Communication
Course: News Reporting and Editing-II   Course Code: JMC-201-MJM
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	2			3					
CO2	2	2		3					
CO3	2	3		3					
CO4	2		2	3					
CO5	2		2	3					
CO6									
CO7									

PO1: Technical Competence- CO1, CO2, CO3, CO4, CO5

This course equips students with foundational technical skills in reporting, editing, and layout (CO1-CO5). These skills are crucial for various reporting vocations (PO1).

PO2: Problem Solving Skills -CO2, CO3

Understanding different reporting types and specialized reporting (CO2, CO3) requires analyzing situations and selecting appropriate reporting methods to solve communication challenges.

PO3: Employability Skills -CO4, CO5

Understanding the editing process for various platforms (CO4) demonstrates adaptability to different communication channels. Knowledge of dummy, printing, and layout (CO5) contributes to professionalism in presentation.

PO4: Industry Relevance-CO1, CO2, CO3, CO4, CO5

The course covers reporting basics, types, editing, layout (CO1-CO5), all of which are relevant to current industry practices in communication.

Name of the Programme   : B.Voc Journalism and Mass Communication
Programme Code   : UVJMC
Class   : S.Y.B.Voc. JMC
Semester   : III
Course Type   : Major Mandatory
Course Code   : JMC-202- MJM
Course Title   : Screenplay Writing (Theory)
No. of Credits   : 02
No. of Teaching Hours   : 30

Course Objectives:

1. Understand the fundamental concepts and elements of fiction writing, including character, plot, setting, theme, and point of view.
2. Analyze and critique various forms of fiction, including short stories, novels, and flash fiction, to identify their key components and techniques.
3. Develop skills in crafting believable characters with well-defined backstories, motivations, and character arcs.
4. Learn techniques for creating vivid and immersive settings that enhance the narrative atmosphere and contribute to the story's tone.
5. Gain proficiency in developing engaging plotlines, including understanding plot points, turning points, and the use of subplots and parallel storylines.
6. Acquire the skills necessary to write effective dialogue and develop distinct character voices that contribute to the overall narrative.
7. Master the art of screenplay writing, including understanding theme and subtext, breaking scenes, and formatting scripts using industry-standard tools like Celtx.

Course Outcomes:

By the end of the course, students will be able to:

CO1.   Students will be able to demonstrate a comprehensive understanding of the essential elements of fiction writing, including character, plot, setting, theme, and point of view.

CO2.   Students will develop the ability to critically analyze and evaluate various works of fiction, identifying strengths and weaknesses in terms of characterization, plot development, and thematic resonance.

CO3.   Students will create well-developed and believable characters with nuanced back stories, clear motivations, and compelling character arcs.

CO4.   Students will produce descriptive and immersive settings that effectively enhance the narrative atmosphere and contribute to the overall mood of their stories.

CO5.   Students will construct engaging plotlines with well-defined plot points, turning points, and subplots that add depth and complexity to their narratives.

CO6. Students will write authentic and engaging dialogue that reflects the unique voices and personalities of their characters, contributing to the overall authenticity and realism of their stories.

CO7. Students will demonstrate proficiency in screenplay writing, including the ability to develop themes and subtext, break scenes effectively, and format scripts according to industry standards using Celtx or similar software.

Topics and Learning Points

Unit 1: Introduction to Screenplay   Teaching Hours: 05

1.1 What is a Screenplay: Introduction to a Technical document
1.2 Difference between other forms of writing and the Screenplay: Literary v/s Visual Writing
1.3 3 Golden rules of Writing: Just Write, Review and Repeat
1.4 How to focus on your ideas: The One-Liner

Unit 2: The Story   Teaching Hours: 05

2.1 Building a Linear chain of events interconnected in space-time and cause-effect relationships.
2.2 Structure of a Story: Setup, Conflict, Resolution
2.3 Building events: Realism v/s fantasy
2.4 Building Characters: Motivation, Back story, Emotional quotient, Believability

Unit 3: The Narrative: Building a Screenplay   Teaching Hours: 10

3.1 Story v/s Narrative
3.2 Plotting a Narrative: Maximizing intended emotion and minimizing exposition
3.3 The Scene: Internal construction v/s External construction
3.4 Plotting: Understanding main v/s sub plots

Unit 4: The Art of Exposition   Teaching Hours: 10

4.1 Show v/s "Speak": The importance of visually motivated scenes
4.2 Introduction to Dialogue: Content and sub-text
4.3 Writing memorable dialogue: Analysing and Understanding Conversations
4.4 Writing dialogue for impact v/s information

References:

1. "Save the Cat! The Last Book on Screenwriting You'll Ever Need" by Blake Snyder
2. "Story: Substance, Structure, Style and the Principles of Screenwriting" by Robert McKee
3. "Screenplay: The Foundations of Screenwriting" by Syd Field
4. "The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script" by David Trottier
5. "The Anatomy of Story: 22 Steps to Becoming a Master Storyteller" by John Truby
6. "Writing Screenplays That Sell" by Michael Hauge
7. "The Writer's Journey: Mythic Structure for Writers" by Christopher Vogler

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: SY B. Voc (Sem III)
Course: Screenplay Writing
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Subject: Journalism and Mass Communication
Course Code: JMC-202-MJM

Course Outcomes	Programme Outcomes (POs)									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1					3	1			3	
CO 2		3					3		2	
CO 3									1	3
CO 4						3			2	
CO 5		2							3	
CO 6			3						2	
CO 7	3			3					1	

Justification for the mapping

PO1 Technical Competence:

CO7: Proficiency in screenplay writing requires technical skills relevant to the industry, such as formatting scripts according to industry standards using software like Celtx.

PO2 Problem Solving Skills:

CO2: Critical analysis and evaluation of various works of fiction involve problem-solving skills to identify strengths and weaknesses in characterization, plot development, and thematic resonance.
CO5: Constructing engaging plotlines with well-defined plot points and subplots involves problem-solving skills to create narratives that are coherent and compelling.

PO3 Employability Skills:

CO6: Writing authentic and engaging dialogue requires communication skills, which are essential employability skills.

PO4 Industry Relevance and entrepreneurial abilities:

CO7: Proficiency in screenplay writing and knowledge of industry standards are directly relevant to the needs and practices of the entertainment industry.

PO5 Ethical and Social Responsibility:

CO1: Understanding the ethical considerations associated with fiction writing, such as representing diverse perspectives accurately and responsibly, aligns with ethical and social responsibility.

PO6 Environmental Awareness:

CO1, CO4: Descriptive settings that effectively enhance the narrative atmosphere can include elements related to environmental awareness, such as portraying the effects of environmental degradation or climate change on settings.

PO7 Research and Innovations:
CO2: Critically analyzing various works of fiction involves research skills to understand different narrative techniques and innovations within the field.

PO9 Multidisciplinary studies:
CO1, CO2, CO3, CO4, CO5, CO6, and CO7: Fiction writing involves drawing from various disciplines such as literature, psychology, and communication studies to create compelling narratives.

PO10 Community Engagement:
CO3: Participating in community-engaged services/activities can promote the well-being of society, which aligns with community engagement and develop characters.

Name of the Programme : B.Voc Journalism and Mass Communication
Programme Code : UVJMC
Class : S.Y.B.Voc. JMC
Semester : III
Course Type : Major Mandatory
Course Code : JMC-203- MJM
Course Title : Experimental Journal (Practical)
No. of Credits : 02
No. of Teaching Hours : 60

Course Objectives:

1. Develop proficiency in reporting, editing, and page layout using computer software, such as Page Maker, for the production of laboratory journals and experimental newspapers.
2. Gain practical experience in newspaper production by producing a minimum of three issues under the guidance of the teacher, focusing on content selection, organization, and presentation.
3. Apply journalistic principles to produce a four-page newspaper, ensuring that a minimum of 60% of the content is news-based, with a balance of articles, features, and reports.
4. Acquire skills in preparing layouts for the front, back, and other pages of a newspaper, considering design elements, typography, and visual hierarchy.
5. Practice rewriting own and local newspaper reports, articles, and features to develop proficiency in news writing, including clarity, accuracy, and objectivity.
6. Utilize Page Maker or similar software to design and layout news reports, articles, and features, focusing on visual storytelling and effective communication.
7. Explore digital publishing platforms and upload experimental newspapers to reach a wider audience, gaining experience in online journalism and multimedia storytelling.

Course Outcomes:

By the end of the course, students will be able to:

CO1. Students will demonstrate proficiency in reporting, editing, and page layout on computer software, producing laboratory journals and experimental newspapers that meet professional standards.

CO2. Students will apply journalistic principles and techniques to produce cohesive and engaging newspaper issues, showcasing their ability to select, organize, and present news content effectively.

CO3. Students will create four-page newspapers with a diverse range of news-based content, demonstrating their understanding of news values, story selection, and audience engagement.

CO4. Students will design visually appealing layouts for newspaper pages, incorporating principles of design and typography to enhance readability and visual impact.

CO5. Students will develop strong news writing skills through regular practice in rewriting and editing news reports, articles, and features, ensuring clarity, accuracy, and objectivity in their writing.

CO6. Students will demonstrate proficiency in using Page Maker or similar software to design and layout news content, effectively combining text, images, and graphics to convey information.

CO7. Students will explore digital publishing platforms and gain experience in uploading experimental newspapers online, expanding their skills in multimedia storytelling and audience engagement.

Topics and Learning Points

- Production of Laboratory Journal (Reporting, Editing & Page layout on computer)
- Every student has to produce at least three issues under the supervision of the teacher
- They need to produce a four-page newspaper.
- Minimum 60% content of the Experimental journal should be news based.
- Preparing layout of the front, back and other pages of a newspaper
- Rewrite own and local newspaper reports, articles, features regularly.
- Design and layout news reports, articles and features using Page Maker
- Upload experimental newspaper on available new media platforms.
- Grades are based upon the effort and quality of completed work including weekly papers, online articles and daily assignments.
- Consistent staff participation through planning and development of all phases of production. ·
- Quality completion of individual and group assignments.
- Weekly composite participation grade (20%)
- Adherence to staff established deadlines (20%)
- Quality of news and article write up (20%)
- Section and issue development (20%)
- Creativity and design (10%)
- Editing (10%)
- Each student is expected to develop five (various subjects) quality pieces throughout the term, distributed over 3 issues. A quality piece is defined as one which is of sufficient length and content to challenge the student. Each piece will go into the student's newspaper portfolio, upon which the student's nine-week grade will be evaluated. Laying-out the paper is considered the equivalent of producing two pieces of work. Students are expected to print out and save all of their work in their file in the classroom and submit it

References:

1. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
2. "The Associated Press Stylebook" - Published annually by The Associated Press
3. "The Complete Guide to Writing News" by Christopher Scanlan
4. "The Journalist's Toolbox: A User's Guide to Investigative Reporting" by IRE (Investigative Reporters and Editors).
5. "The Newspaper Designer's Handbook" by Tim Harrower
6. "The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide" by William E. Blundell
7. "The New New Journalism: Conversations with America's Best Nonfiction Writers on Their Craft" edited by Robert S. Boynton

Choice Based Credit System Syllabus (2023 Pattern)
(As Per NEP 2020)
Mapping of Program Outcomes with Course Outcomes

Class: SY B. Voc (Sem III) Subject: Journalism and Mass Communication
Course: Experimental Journal Course Code: JMC-203- MJM
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Course Outcomes	Programme Outcomes (POs)									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3									
CO 2		3								
CO 3				3						
CO 4	2				3					
CO 5			3							
CO 6	1			2						
CO 7							3			

Justification for the mapping

PO1 Technical Competence:
CO1. Directly relates to acquiring specialized technical skills and knowledge relevant to the vocational field of journalism, as students are expected to demonstrate proficiency in using computer software for reporting, editing, and page layout.
CO4. Designing visually appealing layouts requires specialized technical skills in design and typography, directly relevant to the chosen vocation.
CO6. Demonstrating proficiency in using specific software aligns with acquiring specialized technical skills relevant to the vocational field.

PO2 Problem Solving Skills:
CO2. Applying journalistic principles and techniques requires problem-solving skills to select, organize, and present news content effectively, which are essential skills for students to develop in their vocational field.

PO3 Employability Skills:
CO5.Developing strong news writing skills involves gaining employability skills such as communication, professionalism, and adaptability, which are essential for success in the workplace.

PO4 Industry Relevance and entrepreneurial abilities:
CO3. Creating diverse news-based content and understanding news values align with industry relevance and entrepreneurial abilities, as students demonstrate knowledge and skills relevant to the current needs and practices of the industry.
CO6 Proficiency in using software for designing and laying out news content fosters entrepreneurial abilities by equipping students with knowledge and capabilities required in the industry.

PO5 Ethical and Social Responsibility:
CO4. Incorporating principles of design and typography to enhance readability demonstrates awareness of ethical considerations and social responsibilities associated with the vocational field.

PO7 Research and Innovations:
CO7. Exploring digital publishing platforms and gaining experience in multimedia storytelling aligns with developing research and innovation skills, enabling students to contribute to advancements within the vocational field.

CBCS Syllabus as per NEP 2020 for S.Y.B.Voc JMC
(2023 Pattern)

Name of the Programme   : B.Voc Journalism and Mass Communication
Programme Code   : UVJMC
Class   : S.Y.B.Voc JMC
Semester   : III
Course Type   : Major Mandatory
Course Code   : JMC-204-MJM
Course Title   : Camera Techniques (Practical)
No. of Credits   : 02
No. of Teaching Hours   : 60

Course Objective:

1. Understand the fundamental principles of visual composition and its application across different aspect ratios.
2. Master camera settings including shutter speed, aperture, ISO, and lens control for effective image capture.
3. Gain proficiency in controlling audio within the camera setup and understanding the significance of sensor size.
4. Develop comprehensive knowledge of sound fundamentals, microphone types, and recording techniques.
5. Acquire practical skills in lighting equipment usage, including indoor/outdoor scenarios and situation-based lighting setups.
6. Demonstrate proficiency in executing three-point lighting techniques and utilizing lighting control accessories.
7. Apply theoretical understanding to practical scenarios, integrating visual composition, camera control, sound recording, and lighting techniques effectively.

Course Outcome:

CO1 Proficiency in employing compositional elements to effectively convey visual messages across various aspect ratios

CO2. Mastery of camera settings including shutter speed, aperture, ISO, and lens control to achieve desired photographic outcomes

CO3. Ability to manipulate audio within the camera setup and understand the importance of sensor size and white balance for optimal recording quality

CO4. Comprehensive understanding of sound fundamentals, microphone types, and techniques for location and sync sound recording.

CO5. Competence in utilizing lighting equipment, employing three-point lighting, and adapting lighting techniques to indoor/outdoor scenarios.

CO6. Skill in implementing high and low key lighting setups, along with situation-based lighting strategies for diverse visual storytelling

CO7. Proficient use of lighting control accessories to enhance the quality and impact of visual compositions and recordings

Topics and Learning Points

Teaching Hours

Unit-1 Compositions   **(15 Hours)**
- Elements of Composition
- Composition for different aspect ratio
- Effect of Visual Balance
- Application of Composition
- Composing moving image Communication through visuals

Unit-2 Camera settings and control of Camera
- Shutter Speed
- Lens   **(15 Hours)**
- Aperture-DOF
- ISO/ Gain
- Importance of Sensor size
- White-balance
- Controlling Audio in the camera

Unit-3 Understanding Sound and Sound Equipments   **(15 Hours)**
- Introduction to sound
- Dietetic and Non-Dietetic Sound
- Understanding Microphones-Types, characteristics, designs and uses
- Location Sound Recording
- Sync Sound Recording

Unit-4 Practical on Lights   **(15 Hours)**
- Introduction of Light Equipments
- Basics: 6 Elements of Lighting
- Three-point lighting
- Indoor and outdoor lighting
- High key and low key
- Situation based lighting
- Use of lighting control accessories

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc. JMC   **Subject:** Journalism and Mass Communication
Course: Camera Techniques (Practical)   **Course Code:** JMC-204-MJM
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO10
						Programme Outcomes (POs)				
CO1		3					2		3	
CO2	3				2					
CO3				3						
CO4										
CO5						2		2		
CO6										
CO7			3							2

Justification for the mapping

PO1 Technical Competence:
Mapping to CO2: Mastery of camera settings requires specialized technical skills and knowledge relevant to photography, enabling students to effectively control exposure and achieve desired photographic outcomes.

PO2 Problem Solving Skills:
Mapping to CO1: Proficiency in employing compositional elements involves problem-solving skills to analyze visual messages and determine effective compositional strategies to convey intended messages across different aspect ratios.

PO3 Employability Skills:
Mapping to CO7: Proficient use of lighting control accessories demonstrates employability skills such as adaptability and professionalism in effectively utilizing equipment to enhance visual compositions and recordings.

PO4 Industry Relevance and Entrepreneurial Abilities:
Mapping to CO3: Understanding the importance of sensor size and white balance for optimal recording quality aligns with industry relevance by addressing current needs and practices in audiovisual production.

PO5 Ethical and Social Responsibility:
Mapping to CO2: Mastery of camera settings involves ethical considerations such as respecting privacy and obtaining consent when capturing images, demonstrating ethical practices in professional photography.

PO6 Environmental Awareness:

Mapping to CO5: Competence in utilizing lighting equipment involves environmental awareness in terms of energy consumption and waste management, encouraging students to adopt sustainable practices in photography lighting setups.

PO7 Research and Innovations:

Mapping to CO1: Proficiency in employing compositional elements may involve researching innovative compositional techniques and applying them to visual storytelling, contributing to advancements and improvements within the field of photography.

PO8 Global Perspective:

Mapping to CO5: Competence in utilizing lighting equipment may involve understanding global trends and preferences in lighting techniques, reflecting a global perspective in photography practices and visual storytelling approaches.

PO9 Multidisciplinary Studies:

Mapping to CO1: Proficiency in employing compositional elements integrates knowledge from various disciplines such as art and design, providing students with a comprehensive understanding of visual communication and storytelling techniques.

PO10 Community Engagement:

Mapping to CO7: Proficient use of lighting control accessories may involve participating in community-engaged activities such as film productions or cultural events, contributing to the well-being of society through visual storytelling and artistic expression.

Name of the Programme   : B.Voc Journalism and Mass Communication
Programme Code   : UVJMC
Class   : S.Y.B.Voc JMC
Semester   **:** III
Course Type   **:** Minor
Course Code   **:** JMC-211-MN
Course Title   **:** Introduction to Video Making (Theory)
No. of Credits   **:** 02
No. of Teaching Hour **:** 30

Course Objective :

1. Understand the historical development and significance of visual storytelling.
2. Recognize the diverse types of videos and their respective target audiences.
3. Develop skills in conceptualizing, writing, and revising scripts for short videos.
4. Master various writing techniques and story development methods tailored for short video formats.
5. Acquire proficiency in video imaging techniques including composition, camera shots, movement, angles, and blocking.
6. Learn the importance of teamwork, roles, and responsibilities in pre-production planning.
7. Gain practical knowledge in storyboard creation, set and costume design, casting, location scouting, budgeting, and shooting schedules.

Course Outcome:

CO1. Students will demonstrate a comprehensive understanding of the historical evolution and cultural significance of visual storytelling across different mediums.

CO2. Graduates will be able to identify and analyze various types of videos, understanding their unique characteristics and effectively targeting specific audience demographics.

CO3. Upon completion, students will exhibit advanced skills in generating, refining, and adapting scripts for short videos, demonstrating proficiency in narrative structure and storytelling techniques.

CO4. Graduates will showcase mastery in employing diverse writing techniques and methods for crafting compelling narratives tailored to the constraints and opportunities of short video formats.

CO5. Participants will demonstrate proficiency in utilizing advanced video imaging techniques, effectively employing composition, camera shots, movement, angles, and blocking to enhance visual storytelling.

CO6. Upon completion of the course, students will understand the significance of teamwork, roles, and responsibilities in the successful execution of pre-production planning for video projects.

CO7. Graduates will possess practical knowledge and skills in storyboard creation, set and costume design, casting, location scouting, budgeting, and developing shooting schedules, enabling them to effectively manage and execute video production projects.

Topics and Learning Points

	Teaching Hours
Unit 1: Understanding Visual	(6Hours)

    1.1 Evolution of Visual Story telling
    1.2 Importance of Visual Story telling
    1.3 Types of videos
    1.4 Target audience

Unit 2: Writing for short video	(8Hours)

    2.1 Concept development
    2.2 Writing Techniques
    2.3 Story devlopment
    2.4 Scriptingand revising

Unit 3: Video Imaging Techniques	(8Hours)

    4.1 Composition
    4.2 Camera shots
    4.3 Camera movement
    4.4 Camera angles & blocking

Unit 4: Pre-Production Planning	(8Hours)

    3.1 Importance of team work
    3.2 Roles and responsibilty
    3.3 Storyboarding
    3.4 Set and costume design
    3.5 Casting
    3.6 Location,Budgeting,Shooting schedules

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc. JMC   **Subject:** Journalism and Mass Communication
Course: Introduction to Video Making (T)   **Course Code:** JMC-211-MN
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO10
					Programme Outcomes (POs)					
CO1					2		2	1	3	
CO2				3						
CO3		3								
CO4										
CO5	3									
CO6			3							
CO7						2				2

Justification for the mapping

PO1 - Technical Competence:
CO5 (Proficiency in utilizing advanced video imaging techniques) directly aligns with PO1 as it emphasizes acquiring specialized technical skills relevant to visual storytelling through video imaging techniques.

PO2 - Problem Solving Skills:
CO3 (Exhibit advanced skills in generating, refining, and adapting scripts) involves identifying and solving narrative problems, reflecting problem-solving skills essential for effective storytelling, which aligns with PO2.

PO3 - Employability Skills:
CO6 (Understand the significance of teamwork) and CO7 (Possess practical knowledge and skills in pre-production planning) require communication, teamwork, adaptability, and professionalism, aligning with PO3.

PO4 - Industry Relevance and Entrepreneurial Abilities:
CO2 (Identify and analyze various types of videos) and CO7 (Possess practical knowledge and skills in pre-production planning) directly relate to industry relevance by focusing on understanding different video formats and effectively managing video production projects, fostering entrepreneurial abilities essential for success in the industry.

PO5 - Ethical and Social Responsibility:
CO1 (Comprehensive understanding of the historical evolution and cultural significance of visual storytelling) indirectly relates to PO5 by considering ethical and social aspects embedded in storytelling narratives and cultural representations.

PO6 - Environmental Awareness:
CO7 (Possess practical knowledge and skills in pre-production planning) can relate to environmental awareness by considering sustainable practices in production planning, such as eco-friendly set design and location scouting, aligning with PO6.

PO7 - Research and Innovations:
CO1 (Comprehensive understanding of the historical evolution and cultural significance of visual storytelling) and CO2 (Identify and analyze various types of videos) involve researching and analyzing trends and innovations in visual storytelling, contributing to advancements in the field, aligning with PO7.

PO8 - Global Perspective:
CO1 (Comprehensive understanding of the historical evolution and cultural significance of visual storytelling) may incorporate global perspectives by considering diverse cultural narratives and storytelling traditions, aligning with PO8.

PO9 - Multidisciplinary Studies:
CO1 (Comprehensive understanding of the historical evolution and cultural significance of visual storytelling) integrates knowledge from various disciplines such as history, cultural studies, and media studies, providing a comprehensive understanding of visual storytelling, which aligns with PO9.

PO10 - Community Engagement:
CO7 (Possess practical knowledge and skills in pre-production planning) can involve community engagement through projects aimed at promoting social causes or documenting community events, aligning with PO10.

Syllabus as per NEP 2020 for S.Y.B.Voc JMC
(2023 Pattern)

Name of the Programme   : B.Voc Journalism and Mass Communication
Programme Code   : UVJMC
Class   : S.Y.B.Voc JMC
Semester   **:** III
Course Type   **:** Minor
Course Code   **:** JMC-212-MN
Course Title   **:** Video Making Practices (Practical)
No. of Credits   **:** 02
No. of Teaching Hour **:** 60

Course Objectives:

1. Develop proficiency in generating creative concepts tailored for short video production.
2. Master the art of crafting engaging short video scripts with concise storytelling elements.
3. Acquire skills in visualizing and planning video sequences through storyboard creation.
4. Learn to effectively organize and manage pre-production tasks to ensure smooth project execution.
5. Gain practical knowledge and proficiency in mobile camera operation, including shot composition, angles, and movements.
6. Understand and implement techniques for capturing high-quality audio using mobile devices during video shoots.
7. Experiment with various art direction and basic lighting setups to enhance visual aesthetics in video production.

Course Outcomes:

CO1. Demonstrate the ability to generate compelling concepts suitable for short video production.
CO2. Produce polished short video scripts with coherent narratives and engaging dialogue.
CO3. Create visually compelling storyboards that effectively communicate the intended visual style and sequence of shots.
CO4. Develop comprehensive pre-production plans that encompass all necessary elements for successful video production.
CO5. Execute proficient mobile camera operation techniques to capture visually appealing footage.
CO6. Achieve high-quality audio recordings using mobile devices, ensuring clear and synchronized sound for video content.
CO7. Produce edited short videos that showcase effective use of transitions, graphics, music, and sound effects to enhance storytelling and engage the audience.

Topics and Learning Points

Teaching Hours

Unit 1: Practice of Writing for Short Video   (15 Hours)
    1.5 Concept development for short video
    1.6 Write short video script
    1.7 Create a storyboard for your script
    1.8 Develop a pre-production plan for a short video project

Unit 2: Practice of Shooting on Mobile Camera   (15 Hours)
    2.1 Camera Shot, Camera Angle, movements
    2.2 Practice camera operation techniques
    2.3 Shooting handheld
    2.4 Audio recording on mobile
    2.5 Art and Property Setting
    2.6 Experiment with basic lighting setups

Unit 3: Practice of Audio-Video Editing on Mobile Applications   (15 Hours)
    3.1 Footage selection acording to log sheet
    3.2 Video editingonmobile editing application
    3.3 Transition
    3.4 Use of Graphics
    3.5 Experiment with adding music and sound effects
    3.6 Titling

Unit 4: Exercises   (15 Hours)
    4.1 Three shot video making exercise
    4.2 Five shot video making exercise
    4.3 One minute video making exercise

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc. JMC   **Subject:** Journalism and Mass Communication
Course: Video Making Practices (Practical) **Course Code:** JMC-212-MN
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes		Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO10
CO1		2					3			
CO2								3		
CO3			3							
CO4				3					3	
CO5	2					2				
CO6										
CO7					3					3

Justification for the mapping

PO1 Technical Competence:
Mapping to CO5: Proficiency in mobile camera operation techniques requires specialized technical skills and knowledge relevant to videography, enabling students to effectively capture visually appealing footage.

PO2 Problem Solving Skills:
Mapping to CO1: Generating compelling concepts for short video production involves problem-solving skills to identify creative ideas and solutions that effectively convey intended messages and engage the audience.

PO3 Employability Skills:
Mapping to CO3: Creating visually compelling storyboards demonstrates employability skills such as communication and professionalism in effectively conveying visual style and sequence of shots to collaborators and clients.

PO4 Industry Relevance and Entrepreneurial Abilities:
Mapping to CO4: Developing comprehensive pre-production plans aligns with industry relevance by addressing current needs and practices in video production, fostering entrepreneurial abilities by equipping students with knowledge and capabilities relevant to planning and managing video projects.

PO5 Ethical and Social Responsibility:
Mapping to CO7: Producing edited short videos involves ethical considerations such as respecting intellectual property rights and representing content accurately, demonstrating ethical practices in professional video production.

PO6 Environmental Awareness:
Mapping to CO5: Proficiency in mobile camera operation techniques may involve considerations for environmental impact, such as minimizing energy consumption and waste generation during filming, promoting environmental awareness in videography practices.

PO7 Research and Innovations:

Mapping to CO1: Generating compelling concepts for short video production may involve researching innovative storytelling techniques and applying them to video content, contributing to advancements and improvements within the field of video production

PO8 Global Perspective:

Mapping to CO2: Producing polished short video scripts with coherent narratives and engaging dialogue may involve understanding global trends and cultural perspectives relevant to storytelling, reflecting a global perspective in video content creation.

PO9 Multidisciplinary Studies:

Mapping to CO4: Developing comprehensive pre-production plans integrates knowledge and methodology from various disciplines such as project management and storytelling, providing students with a comprehensive understanding of related job opportunities in video production.

PO10 Community Engagement:

Mapping to CO7: Producing edited short videos that engage the audience may involve participating in community-engaged activities such as public service announcements or awareness campaigns, contributing to the well-being of society through visual storytelling and communication.

CBSC Syllabus as per NEP 2020 for S.Y.B.Voc JMC
(2023 Pattern)

Name of the Programme : B.Voc Journalism and Mass Communication
Programme Code : UVJMC
Class : S.Y.B.Voc JMC
Semester **: III**
Course Type **:** Open Elective (Theory)
Course Code **:** JMC-216-OE
Course Title **:** Advance photography
No. of Credits **:** 02
No. of Teaching Hour **:** 30

Course Objective :

1. To familiarize students with the main controls of a camera, including understanding various types of cameras and comprehending the functions of different types of lenses.
2. To provide students with a comprehensive understanding of exposure control by exploring the concepts of aperture, shutter speed, and ISO.
3. To equip students with knowledge and skills in lighting for photography, covering natural and artificial light sources.
4. To enable students to apply their understanding of camera controls and lighting techniques to indoor and outdoor photography scenarios.
5. To introduce students to different types of photography genres, including portrait, product, street, nature, model, and wedding photography.
6. To encourage critical thinking and analytical skills by analyzing the impact of lighting, composition.
7. To prepare students for practical application and further study in photography, journalism, advertising, or visual arts industries through hands-on experience and theoretical knowledge.

Course outcome :

CO1. Students will demonstrate proficiency in operating different types of cameras and understanding their functions, parts, and accessories.

CO2. Students will apply exposure control principles effectively, adjusting aperture, shutter speed, and ISO to achieve desired photographic outcomes.

CO3. Students will demonstrate competence in using various lighting techniques, both indoors and outdoors, to enhance the quality and mood of their photographs.

CO4. Students will produce a portfolio of photographs showcasing their ability to capture a diverse range of subjects, including portraits, still life, landscapes, and more.

CO5. Students will exhibit knowledge of different photography genres and their respective techniques, allowing them to specialize in areas of interest.

CO6. Students will analyze and critique photographs, identifying elements of effective composition, lighting, and storytelling.

CO7. Students will be prepared to pursue further education or careers in photography or related fields, equipped with practical skills and a solid theoretical foundation

Topics and Learning Points

Unit 1: Main Controls on a camera   **06 Hours**
- Types of cameras
- Different parts of camera
- Camera Accessories
- Types of lenses
- Aperture –Shutter-ISO

Unit 2: Lighting for Photography   **06 Hours**
- Natural Light and Artificial Light
- Types of Lights
- Use of flash light
- Shadow
- Studio lighting
- Outdoor lighting

Unit 4: Indoor and Outdoor Photography   **06 Hours**
- Passport, Portrait,
- Article, Still life subjects
- Black and White Photographs
- Landscape

Unit 1: Types of Photography   **06 Hours**
- Portrait Photography
- Product photography
- Street Photography
- Nature Photography
- Model Photography
- Wedding Photography

Referances :

1. Digital Photography-A hands on Introduction, Delmer Publisher by Phillip Krejcarek
2. Digital for photographers, Focal Press byAdrian Davies and PhillFennessy
3. Understanding Digital Cameras, Focal Press byJon Torrant
4. Teach Yourself Digital Photography in 14 Days by Carla Rose-Techmedia, 1997
5. An Introduction to Digital Photo Imaging by Agfa-
6. Digital Photography-A hands on Introduction, Delmer Publisher by Phillip Krejcarek
7. Digital for photographers, Focal Press byAdrian Davies and PhillFennessy
8. Understanding Digital Cameras, Focal Press byJon Torrant

(As Per NEP 2020)
Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc. JMC **Subject:** Journalism and Mass Communication
Course: Advance photography-T **Course Code:** JMC-216-OE
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO10
				Programme Outcomes (POs)						
CO1	3									
CO2		3								
CO3			3							
CO4				3						
CO5								3	3	
CO6					3					
CO7							3			3

Justification for the mapping

PO1 - Technical Competence: This directly relates to CO1, as proficiency in operating cameras and understanding their functions is a fundamental technical skill required in photography.

PO2 - Problem Solving Skills: CO2 involves adjusting exposure settings to achieve desired photographic outcomes, which requires problem-solving skills to assess and respond to various lighting conditions and subject matter effectively.

PO3 - Employability Skills: Employability skills such as communication, teamwork, and professionalism (PO3) are essential for success in the photography industry, as photographers often work with clients, collaborators, and in various professional settings to deliver desired outcomes.

PO4 - Industry Relevance and Entrepreneurial Abilities: CO4, producing a portfolio of photographs, aligns with PO4 by demonstrating industry relevance and entrepreneurial abilities. A strong portfolio is crucial for attracting clients and establishing oneself in the photography industry.

PO5 - Ethical and Social Responsibility: This relates to CO6, where students analyze and critique photographs. Ethical considerations, such as respecting the dignity of subjects and representing them accurately, are important aspects of this analysis.

PO6 - Environmental Awareness: While not directly mapped to a specific CO, environmental awareness is integrated into the curriculum by encouraging responsible practices in photography, such as minimizing waste and using sustainable materials.

PO7 - Research and Innovations: CO7, being prepared to pursue further education or careers in photography, aligns with PO7 by emphasizing research and innovation skills necessary for contributing to advancements in the field.

PO8 - Global Perspective: Understanding global trends and perspectives (PO8) can inform students' choices in photography genres (CO5) and help them develop a broader understanding of the industry's international landscape.

PO9 - Multidisciplinary Studies: CO5, knowledge of different photography genres and techniques, aligns with the multidisciplinary approach (PO9) by integrating knowledge and methodology from various disciplines to provide a comprehensive understanding of photography opportunities.

PO10 - Community Engagement: CO7, being prepared for careers in photography, aligns with community engagement (PO10) as photographers often participate in community-engaged services or activities, such as documenting events or contributing to local initiatives.

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc. JMC
Semester	: III
Course Type	: Vocational Skill Course (VSC)
Course Code	: JMC-221-VSC
Course Title	: Digital content creation (Practical)
No. of Credits	: 02
No. of Teaching Hours	: 60

Course Objectives:

1. Develop practical skills in creating and managing individual blogs on platforms like Blogger and Word Press.
2. Enhance writing proficiency by crafting engaging features with appropriate hyperlinks for online publication.
3. Learn effective strategies for publishing blog content on various social media platforms to maximize reach and engagement.
4. Gain hands-on experience in setting up and managing news portals using Word Press.
5. Master the art of writing attention-grabbing headlines and news stories tailored for digital platforms.
6. Understand the significance of utilizing photos effectively in digital news content to enhance reader engagement.
7. Acquire knowledge and techniques for implementing SEO strategies to optimize digital content for search engines and different platforms.

Course outcome:

CO1. Demonstrate proficiency in creating and managing individual blogs on both Blogger and Word Press platforms.

CO2. Produce feature articles with hyperlinks that effectively engage readers and encourage interaction.

CO3. Successfully publish blog content across various social media platforms to broaden audience reach and engagement.

CO4. Establish and manage news portals on Word Press, ensuring effective presentation and dissemination of news content.

CO5. Craft compelling headlines and news stories optimized for digital consumption, resulting in increased reader interest and engagement.

CO6. Utilize photos effectively to enhance the visual appeal and storytelling capabilities of digital news content.

CO7. Implement SEO techniques effectively to enhance the visibility and ranking of digital content across different platforms, resulting in increased organic traffic and audience engagement

Unit 1: Practical on Blogging   **Teaching hours**
    1.1 Creating individual Blogs- Blogger, Word Press   **(15 Hours)**
    1.2 Writing feature
    1.3 Writing with hyperlinks
    1.4 Publish content on Social media Platforms

Unit 2: Practical on news portals   **(15 Hours)**
    2.1 News portal creation on Word Press
    2.2 Writing headlines for digital news content
    2.3 Writing News stories for digital
    2.4 Use of photos for digital news

Unit 3: SEO for digital content   **(15 Hours)**
    3.1 Importance of Keywords
    3.2 On page SEO
    3.3 Off Page SEO
    3.4 Policies of different platforms

Unit 4: Practical on Digital Storytelling   **(15 Hours)**
    4.1 Storytelling structures that work on the Web
    4.2 Storytelling using text and Image,
    4.3 Storytelling using Audio and Video
    4.4 Publish content on Social media Platforms

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc. JMC   **Subject:** Journalism and Mass Communication
Course: Digital content creation (Practical)   **Course Code:** JMC-221-VSC
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO10
					Programme Outcomes (POs)					
CO1	3								3	
CO2					3			2		
CO3			3							3
CO4				3						
CO5		3					2			
CO6						2				
CO7										

Justification for the mapping

PO1 - Technical Competence:
CO1 (Demonstrate proficiency in creating and managing individual blogs) directly aligns with PO1 as it emphasizes acquiring specialized technical skills in managing digital content creation platforms, such as Blogger and Word Press.

PO2 - Problem Solving Skills:
CO5 (Craft compelling headlines and news stories) involves identifying and solving content creation challenges to engage readers effectively, reflecting problem-solving skills essential for digital media production, thus aligning with PO2.

PO3 - Employability Skills:
CO3 (Successfully publish blog content across various social media platforms) and CO6 (Utilize photos effectively) require communication, teamwork, adaptability, and professionalism in engaging with audiences and enhancing content presentation, aligning with PO3.

PO4 - Industry Relevance and Entrepreneurial Abilities:
CO4 (Establish and manage news portals) directly relates to industry relevance by focusing on skills required for managing digital news platforms, fostering entrepreneurial abilities essential for success in the digital media industry.

PO5 - Ethical and Social Responsibility:
CO2 (Produce feature articles with hyperlinks) and CO4 (Establish and manage news portals) indirectly relate to PO5 by considering ethical considerations related to digital content creation, such as accuracy, fairness, and transparency.

PO6 - Environmental Awareness:

CO6 (Utilize photos effectively) can relate to environmental awareness by considering eco-friendly practices in selecting and using digital images, such as choosing sustainable image sources and optimizing image sizes to reduce data storage and bandwidth usage, aligning with PO6.

PO7 - Research and Innovations:
CO5 (Craft compelling headlines and news stories) involves researching and innovating storytelling techniques to engage audiences effectively, contributing to advancements in digital media production, thus aligning with PO7.

PO8 - Global Perspective:
CO2 (Produce feature articles with hyperlinks) and CO3 (Successfully publish blog content across various social media platforms) may incorporate global perspectives by considering diverse cultural contexts and global issues in digital content creation, aligning with PO8.

PO9 - Multidisciplinary Studies:
CO1 (Demonstrate proficiency in creating and managing individual blogs) integrates knowledge from various disciplines such as communication, marketing, and technology, providing a comprehensive understanding of digital media production, which aligns with PO9.

PO10 - Community Engagement:
CO3 (Successfully publish blog content across various social media platforms) can involve community engagement through content aimed at promoting social causes or documenting community events, aligning with PO10.

Name of the Programme   : B.Voc Journalism and Mass Communication
Programme Code   : UVJMC
Class   : S.Y.B.Voc JMC
Semester   **:** III
Course Type   **:** Field Project
Course Code   **:** JMC-235-FP
Course Title   **:** Field Project (Practical)
No. of Credits   **:** 02
No. of Teaching Hours   **:** 60

Topic and Learning Points

Course Objectives:

1. Develop proficiency in presenting internship experiences
2. Enhance organizational and time management skills
3. Promote critical reflection and self-assessment
4. Strengthen communication and collaboration skills
5. Bridge the gap between theoretical knowledge and practical application
6. Prepare students for professional entry
7. Promote responsible citizenship and ethical conduct

Course Outcomes:

By the end of the course, students will be able to:

CO1: Students will be able to deliver a comprehensive and well-organized presentation of their internship experience.
CO2: Students will be able to maintain a detailed and informative internship diary, documenting daily activities and learning.
CO3: Students will be able to critically analyze their internship experience, identifying acquired skills, skills gaps, and lessons learned.
CO4: Students will be able to demonstrate effective communication in both written and oral forms through internship reports and presentations.
CO5: Students will be able to articulate how their theoretical knowledge was applied in real-world internship tasks.
CO6: Students will be able to showcase internship experiences on resumes and portfolios, enhancing their employability.
CO7: Students will be able to reflect on their professional conduct and contribution to the organization, fostering ethical and responsible work practices.

INTERNSHIP

1. **Compulsory Post Internship Presentation/ Report**
   Details expected in the post internship presentation:
   A. Name of the Organization where the Internship was carried out.
   B. Contents of what was proposed to be learnt during internship.
   C. Allocation of 45 days Internship Programme.
   D. Name and Designation of Supervising authority.
   E. Work Profile assigned for the Internship Programme.
   F. Skills acquired.
   G. Skills required in completing the given task which was not taught in the syllabus.
   H. Problems encountered and problems solved while interning
   I. Contribution of students towards better functioning of the organization.
2. **Internship Diary/ Log Sheet**
   A. 45 Days compulsory Internship Diary.
   B. Each day has to be mentioned with a date.
   C. Details of work allotted and done have to be mentioned every day.
   D. Working hours are also to be mentioned.
3. **Internship Programme Certificate**
   A. Internship certificate given from the respective organization of completed internship days.

4. **Feedback Form**
   B. Feedback forms duly signed and stamped by the internship provider from the organization.

<div align="center">OR</div>

PART- TIME JOB

1. **Part- time job daily Diary/ Log Sheet**
   A. A daily dairy with working hours and works done must be maintained.
   B. Each day has to be mentioned with a date.
   C. Details of work allotted and done have to be mentioned every day.
2. **Appointment Letter**
   A. Appointment letter must be provided.
   B. In case if you have provided with ID card from the respective organization.
3. **Presentation/ Report**
   Details expected in the post part-time job presentation:
   A. Name of the Organization where the work was carried out.
   B. Contents of what was proposed to be learnt during the job.
   C. Allocation of how much days of part time job programme has been done.
   D. Name and Designation of Supervising authority.
   E. Work Profile assigned for the Programme.
   F. Skills acquired.
   G. Skills required in completing the given task which was not taught in the syllabus.
   H. Problems encountered and problems solved while working
   I. Contribution of students towards better functioning of the organization

Choice Based Credit System Syllabus (2023 Pattern)
(As Per NEP 2020)
Mapping of Program Outcomes with Course Outcomes

Class: S.Y B.Voc- (Sem-III) **Subject: Subject:** Journalism and Mass Communication
Course: Field Project **Course Code**: JMC-235-FP
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					2
CO2				2					
CO3		3							
CO4			2					2	
CO5	2					2	2		
CO6					2				
CO7					2				

Justification for the mapping

PO1 - Disciplinary Knowledge: CO5
Course outcome directly aligns with Program Outcome 1 as it requires students to apply the disciplinary knowledge gained in their undergraduate B.Voc program to real-world situations during their internship.

PO2 - Critical Thinking and Problem Solving: CO3
This course outcome focuses on critical analysis, aligning with the program outcome of critical design thinking and problem-solving. It encourages students to assess their experiences and apply critical thinking to identify areas for improvement and lessons learned.

PO3 - Social Competence: CO4
Course outcome ensures that students can express their thoughts and ideas effectively in both written and oral forms, fulfilling the requirements of social competence outlined in PO3.

PO4 - Research-Related Skills: CO1, CO2
Both course outcomes require students to document and report on their internship experiences, demonstrating research-related skills such as inquiry, planning, and reporting results. This aligns with the program outcome related to research skills.

PO5 - Personal and Professional Competence: CO6 , CO7
Both course outcomes contribute to building personal and professional competence. CO6 enhances employability, and CO7 focuses on reflecting on professional conduct and ethical practices, aligning with PO5.

PO6 - Effective Citizenship and Ethics: CO7
This course outcome directly aligns with the program outcome related to ethics. It requires students to reflect on their professional conduct and contribute to the organization in an ethical and responsible manner.

PO7 - Environment and Sustainability: CO5

Applying theoretical knowledge to real-world tasks may involve considering the impact of scientific solutions on societal and environmental contexts, aligning with the program outcome related to environment and sustainability.

PO8 - Self-directed and Life-long Learning: CO2
Maintaining a detailed internship diary involves continuous learning and self-reflection, aligning with the program outcome related to self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence: CO1 –
Delivering a comprehensive presentation may involve integrating and transcending beyond discipline-specific approaches, aligning with the program outcome of trans-disciplinary research competence